

Partnering as a Practice

IAMCP

Masterclass series

www.iamcp.org

March 29th, 2024



Presented by:  **REDMOND**
PARTNER GROUP

www.redmondpartnergroup.com

Partnering as a Practice

Leveraging partnerships to scale growth



Partnering Planning

Prepare for global
partnering



GTM Planning

Preparing for new market
or global expansion



P2P Partnering

Building a co-sell or re-sell
partner network



Growing Sales

Scaling growth with
repeatable solutions

- 1 Understanding Partners
- 2 Building Dynamic Partnerships
- 3 Partnering with Microsoft

- 4 When, Where, How
- 5 Establish Business Case

- 6 Partner Recruitment
- 7 Partnership Activation
- 8 Partnership Growth

- 9 Sales Acceleration
- 10 Packaged Solutions

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Partnering as a Practice

Masterclass series

Learn

how to build and leverage partnerships for strategic business advantage to reach new markets and win more clients.



STAGE	WEBINAR TOPIC	OBJECTIVE	DATE
 Partnering Planning	1 Understanding Partners	Provide an understanding of what motivates each partner type and how to incentivize the desired behavior	March 29 th 2024 8am-9am PST
	2 Building Dynamic Partnerships	Provide an understanding of the different maturity levels of partnerships and how to make them most impactful	April 25 th 2024 8am-9am PST
	3 Partnering with Microsoft	Provide an understanding of how to capture Microsoft's mindshare and better leverage its programs and benefits.	May 30 th 2024 8am-9am PST
 GTM Planning Global Expansion	4 When, Where, How	Provide an understanding of considerations necessary for effective global expansion.	June 27 th 2024 8am-9am PST
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 Growing Sales Scaling with repeatable solutions	9 Sales Acceleration	Provide an understanding of how modern social selling engines use AI and the personal touch to be more effective.	Nov. 14 th 2024 8am-9am PST
	10 Packaged Solutions	Provide an understanding of how you can create joint or your own packaged repeatable solutions.	Dec. 19 th 2024 8am-9am PST

TODAY'S PRESENTERS



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Session 1: Understanding Partners

Objective:

Provide an understanding of what motivates each partner type and how to incentivize the desired behavior



Partnering Planning

Prepare for global
partnering



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WHY PARTNER?



OPPORTUNITIES:

- Increase presence in current & new geographies
- Gain additional solution specific expertise
- Gain customer specific knowledge
- Gain industry specific expertise
- Gain technology specific expertise
- Provide better solutions





BENEFITS:

- Increased sales & profitability
- Able to offer complete customer solutions
- Able to sell & support customers internationally
- Able to compete better against bigger competitors
- Able to provide solutions to more complex problems
- Able to meet the needs of vertical market customers

Partner Types

HOW DO
DIFFERENT
PARTNER
TYPES
ENGAGE?

PARTNERSHIP	GTM	BUILD	SELL	DEPLOY	SERVICE
ISV-VAR	Re-Sell	ISV	VAR	VAR	VAR
ISV-SI	Co-Sell	ISV	ISV	SI	SI
ISV-MSP	Re-Sell	ISV	ISV	MSP	MSP
ISV-DISTRIBUTOR	Re-Sell	ISV	DISTI	CHANNEL	CHANNEL
ISV-ISV	Co-Sell	ISV	ISV	ISV	ISV
VAR-VAR	Co-Sell	VAR	VAR	VAR	VAR
VAR-SI	Co-Sell	VAR	VAR	SI	SI
VAR-MSP	Co-Sell	VAR	VAR	MSP	MSP

ISV: Independent Software Vendor
VAR: Value Added Reseller
SI: Systems Integrator

MSP: Managed Services Provider
Disti: Distributor

WHAT DO ISVs & VARs WANT FROM EACH OTHER?

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P2P ISV-VAR Wants



ISV:

SELL & MARKET MY SOFTWARE

ISVs want partners to invest in sales & marketing staff to drive sales and create demand for their software.

IMPLEMENT & SUPPORT

ISVs want partners to train their technical people to train and support customers using their software.

ACCESS CUSTOMERS & MARKETS

ISVs want partners to give them access to their installed base of customers and provide the industry expertise to win new customers in new markets and geographies.



VAR:

MARKET OPPORTUNITY

Partners want to understand what business challenges they can address and how many customers have them. They want to know what the financial business case is for investing in the ISV.

DIFFERENTIATED SOLUTION

Partners want to understand how the ISV solution enables them to differentiate and how it can make them strategic to their customers.

DRIVE SERVICES AND ADD-ONS

Partners want to know how the ISV solution will drive more professional services, and the sale of add-on products & services. Also if an opportunity exists for adding their own IP.

LOW RISK

Partners don't want to take a risk on a new solution that hasn't been proven or an ISV that cannot prove that they can support them.

WHAT DO ISVs & SIs WANT FROM EACH OTHER?

P2P ISV-SI Wants



ISV:

IMPLEMENT & SUPPORT

ISVs want SIs to train their technical people to train and support customers using their software.

ACCESS CUSTOMERS & MARKETS

ISVs want SIs to give them access to their installed base of customers and provide the industry expertise to win new customers in new markets and geographies.



SI:

DRIVE MORE SERVICES

SIs want to know how the ISV solution will drive more professional services. Also, if an opportunity exists for adding their own IP.

DIFFERENTIATED SOLUTION

SIs want to understand how the ISV solution enables them to differentiate and how it can make them strategic to their customers.

MARKET OPPORTUNITY

SIs want to understand what business challenges they can address and how many customers have them. They want to know what the financial business case is for investing in the ISV.

WHAT DO VARs WANT FROM EACH OTHER?

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P2P VAR-VAR Wants



TRUST

Partners are concerned about giving other partners access to their customers – particularly those with overlapping areas of focus and expertise. They want to be absolutely sure that the other partner will not steal their customers.

PARTNERING MINDSET

Partners want their partners to reciprocate opportunities and share market intelligence, product insights etc. They want to know that their partners are loyal to them and will not switch horses halfway through the race.



MARKET OPPORTUNITY

Partners want to understand what business challenges they can address together and how many customers have them. They want to know what the financial business case is for investing exists.

DEFINED SOLUTION

Partners want to know what the components of the solution will be and who will deliver each part of the solution.

COMPLEMENTARY SKILLS

Partners want to know that they have complementary skills to deliver the solution and agree on their roles and responsibilities.

ACCESS TO NEW CUSTOMERS/MARKETS

Partners want their partners to give access to new customers in new markets and geographies. They want their partners to support their customers in new geographies.

WHAT IS ESSENTIAL TO SUCCESSFUL PARTNERSHIPS?

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What Works:



A COMPELLING BUSINESS CASE

In order for a partnership to succeed the market opportunity driving the partnership must yield a compelling business case for investment.

MEANINGFUL DIFFERENTIATION

A partnership should be offering a solution that has meaningful differentiation from other solutions other partners are offering. This is usually defined by the value to customers in addressing specific challenges.

EARLY WINS

A partnership will most likely fail if it does not demonstrate success in the first 90 days.

CLEAR VALUE PROPOSITIONS

The joint solution must have clear and compelling value propositions to customers and to each of the partners.

COMPLEMENTARY SKILLS

There must exist a need for the expertise of each partner to play a role in the delivery of the solutions.

ACCESS TO NEW CUSTOMERS/MARKETS

Partners who can open doors to new customers in new markets or geographies offer compelling value in a partnership.

AGREED ROLES & RESPONSIBILITIES

Partners need to have clear understanding of each other's roles and responsibilities so that expectations are met and quality maintained.

COMMITMENT & PLANNING

Partners need to demonstrate commitment to each other's success by sharing opportunities, best practices and jointly planning their GTM. Trust and loyalty are essential to success.

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Next Steps:

Register for
future sessions

Become an
IAMCP member

Contact us for
more
information



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